ORDER

Orders

Order / Rev:

37174

Alt Order #:

08859156

Product Desc:

AFSCME / ISSUE

Estimate:

Flight Dates:

09/05/12 - 09/25/12

Original Date / Rev:

09/21/12 / 09/21/12

Order Type:

GENERAL

Primary AE:

Sales Office:

Sales Region:

Billing Type:

Billing Cycle:

K-PHI

KLAS

National

Todd Berry

Agency

Name:

Campaign Group

Buying Contact:

Billing Contact:

1600 Locust Street

Philadelphia, PA 19103

Agency Commission:

Billing Calendar:

Broadcast EOM/EOC

15%

Cash

Advertiser

Name:

AFSCME - IS

AGY, POL, ISS

Demographic: Product Codes:

Revenue Codes:

A35+

PO4

Priority:

LV1

New Business Thru:

Order Separation:

04/10/08 00:10:00

Advertiser External ID:

Agency External ID:

Bill Plan

Net Amount Start Date End Date # Spots Gross Amount 08/27/12 09/25/12 123 \$155,365.00 \$132,060.25 **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	123	\$155,365.00	\$132,060.25	0.00
Totals	123	\$155,365.00	\$132,060.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Todd Berry	•		Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	26%	\$155,365.00
Market	100%	\$597,557.69

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	13%	\$77,682.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	33%	\$197,194.04
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln C	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
1	8	09/05/12	09/25/12	Live w/Kelly	CM	9-10a	MTWTF	:30	5 \$	750.00LV1	0.00 NM	14	\$10,500.00
				Live With Regis 8	k Kelly								
	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	k: 09	/05/12	09/11/12	M-WT	5	\$750.00	0.00						
Spot	Ch	Date Rang	ge <u>D</u>	escription	Start	/End Time		<u>Weekdays</u>	Length	Rate	Rtg Type		
3	8	3 09/10/12-0	09/10/12 Li	ive w/Kelly	9-10	a	1	M	- :30	\$750.00	0.00 NM		
Wee	k: 09	/12/12	09/18/12	MTWTF	5	\$750.00	0.00				I		

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Order / Rev:

37174

Advertiser:

AFSCME - IS

Alt Order #:

08859156

Product Desc:

Flight Dates:

Week: 09/24/12

09/30/12

-T----

09/05/12 - 09/25/12

Estimate:

AFSCME / ISSUE **KLAS**

Ln Ch	Start	End	Inventory Code			d Time Days	Len Sp	oots		Rtg Type	Spots	Amount
1 8	09/05/1	2 09/25/12	Live w/Kelly Live With Regis	CM & Kelly	9-10a	MTWTF-	:30	5	\$750.00LV1	0.00 NM	14	\$10,500.00
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09		09/18/12	MTWTF MTWTF	5 4	\$750.00	0.00 0.00						
Week: 09		09/25/12	8 News Now Noo	<u>.</u>	\$750.00 12-1230p	MTWTF-	- :30	5	\$750.00LV1	0.00 NM	13	\$9,750.00
			8 News Now No	on M-F	•		.50	3	\$750.00241	U.UU INIVI	13	ψ9,750.00
Sta Week: 09	art Date	End Date 09/11/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$750.00	Rating 0.00						
	Date Ra		escription	_	VEnd Time	0.00	Weekdays	Ler	ngth Rate	Rta Type		
			News Now Noon		230p		M-WThF			0.00 NM		
4 8	3 09/06/12	2-09/06/12 8	News Now Noon	M-F 12-1	230p		Th		:30 \$750.00	0.00 NM		
Week: 09/ Week: 09/		09/18/12 09/25/12	MTWTF MTWTF	5 3	\$750.00 \$750.00	0.00 0.00						
3 8			8 News Now 4p N		4-5p	MTWTF-	:30	3	\$1,100.00LV1	0.00 NM	8	\$8,800.00
NEWS			8 News Now 4p	M-F								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/11/12	MTWTF		\$1,100.00	0.00						
	Date Ra		escription		/End Time		Weekdays			Rtg Type		
			News Now 4p M-	F 4-5p	1		MTWThF		:30 (\$1,100.00)	0.00 NM		
	e MG 18. om News		ted due to US Ope	en Tennis runn	ina overl							
Week: 09		09/18/12	MTWTF		\$1,100.00	0.00						
Week: 09	/19/12	09/25/12	MTWTF	3	\$1,100.00	0.00						
4 8	09/05/1	2 09/25/12	8 News Now 5-63		5-630p	MTWTF-	:30	3	\$1,300.00LV1	0.00 NM	9	\$11,700.00
NEWS			8 News Now 5-6	Sup IVI-F								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09		09/09/12	WTF		\$1,300.00	0.00						
Week: 09		09/16/12	M-WTF MTWTF		\$1,300.00 \$1,300.00	0.00 0.00						
Week: 09 Week: 09		09/23/12 09/30/12	MT		\$1,300.00	0.00						
5 8		2 09/22/12	8 News Now Sat	5-7p CM	5-7p		s- :30	1	\$700.00LV1	0.00 NM	3	\$2,100.00
NEWS			8 News Now Sat	t 5-7p								
_	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/09/12	S-	1	\$700.00	0.00						
Week: 09		09/16/12	S-	1	\$700.00	0.00						
Week: 09		09/23/12	8 News Now Sur	1 5 7p. CM	\$700.00 4-430p, 63	0.00 0-7p	-S :30	1	\$1,200.00LV1	0.00 NM	1	\$1,200.00
6 8	09/10/1	2 09/23/12	8 News Now Sui		(4:00 PM-4	•	3 .00	•	V1,200.002V1	0.00 (1111)		V.,200.00
NEWS	AFTER F	OOTBALL		•	(,						
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 09		09/16/12	S		\$1,200.00	0.00	Mookdove	Lo	ngth Rate	Rtg Type		
	n <u>Date Ra</u>		<u>lescription</u> News Now Sun 5		t/End Time -5p	(4:30 PM-5:00	<u>Weekdays</u> P		:30 \$1,200.00			
Week: 09		09/23/12		0		0.00	•					
8 8			7-8p Rotator	СМ	7-8p	MTWTF-	:30	2	\$1,200.00LV1	0.00 NM	8	\$9,600.00
C+	art Date	End Date	7-8p Rotator Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/09/12	WTF		\$1,200.00	0.00						
Spot Ch	<u>Date Ra</u>	nge D	escription	<u>Star</u>	t/End Time		<u>Weekdays</u>			Rtg Type		
1 8	8 09/03/12	2-09/09/12 T		10-1	•		Th		:30 \$1,200.00	0.00 NM		
Week: 09		09/16/12	MTWTF		\$1,200.00	0.00 0.00						
Week: 09 Week: 09		09/23/12 09/30/12	MTWTF MT		\$1,200.00 \$1,200.00	0.00						
9 8			Tue 10-11p	СМ	10-11p	-T	:30	1	\$7,500.00LV1	0.00 NM	1	\$7,500.00
			Vegas		•						1	
VEGAS		E-45-1	Manharia	Omete AAIn -1-	D-4-	Datina					ľ	
<u>St</u> : Week: 00	art Date	End Date	<u>Weekdays</u> -T	Spots/Week	Rate \$7.500.00	Rating 0.00						

0.00

1 \$7,500.00

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KLAS

Order / Rev:

37174

Advertiser:

AFSCME - IS

Alt Order #: Flight Dates:

08859156

Product Desc:

09/05/12 - 09/25/12

AFSCME / ISSUE

Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End	d Time Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
9	8	09/25/12	2 09/25/12	Tue 10-11p	CM	10-11p	-T	:30	1	\$7,500.00LV1	0.00 NM	1	\$7,500.00
	VEGAS	S		Vegas									
10	8		2 09/22/12	Sat Prime Special	CM	8-10p	S-	:30	1	\$3,000.00LV1	0.00 NM	1	\$3,000.00
				KLAS Movie: Dick		•				·			
	CRIME		End Data	Mookdovo	Cnoto/Mook	Poto	Poting						
W	_	art <u>Date</u> /17/12	End Date 09/23/12	<u>Weekdays</u> S-	Spots/Week 1	Rate \$3,000.00	Rating 0.00						
11	8	09/05/12		8 News Now 11p		11-1135p	MTWTF	:30	3	\$1,900.00LV1	0.00 NM	9	\$17,100.00
				8 News Now 11p	M-F								
	NEWS St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W		/05/12	09/11/12	MTWTF		\$1,900.00	0.00						
		/12/12	09/18/12	MTWTF		\$1,900.00	0.00						
12	зек: 09 8	09/08/11	09/25/12	8 News Now Sat		\$1,900.00 11-1135p	0.00 S-	:30	1	\$900.00LV1	0.00 NM	3	\$2,700.00
12	U	09/00/12	2 03/22/12	8 News Now Sat	•	11-1100р	3	.00	•	4000.0024 1	0.00 11111		42 17 33 .00
	NEWS				·								
144		art Date	End Date	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$900.00	Rating 0.00						
		/03/12 /10/12	09/09/12 09/16/12	S-	1	\$900.00	0.00						
		/17/12	09/23/12	S-	1	\$900.00	0.00						
13	8	09/05/12	2 09/25/12		СМ	1135p-123		- :30	3	\$750.00LV1	0.00 NM	9	\$6,750.00
	FTTE	RMAN		Letterman		(11:35 PM-	12:37 XIVI)						
		art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
		/03/12	09/09/12	WTF	3	\$750.00	0.00						
)/10/12)/17/12	09/16/12 09/23/12	M-WTF	5 0	\$750.00 \$0.00	0.00 0.00						
		/24/12	09/30/12	MT	1	\$750.00	0.00						
14	8	09/05/12	2 09/25/12	Craig Ferguson	СМ	1237a-137		- :30	3	\$350.00LV1	0.00 NM	9	\$3,150.00
	ι ΔΤΕ Ι	ATE SHO	w	Craig Ferguson		(12:37 XM-	1:37 XM)					1	
		art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
_		/05/12	09/11/12	MTWTF	3	\$350.00	0.00	Weekday		ngth Rate	Rtq Type		
Spo 1		h <u>Date Ra</u> 8 09/05/12		escription raig Ferguson		/End Time /a-137a	(12:37 XM-1:37				0.00 NM		
)/12/12	09/18/12	MTWTF	3	\$350.00	0.00						
		/19/12	09/25/12	MTWTF	3	\$350.00	0.00						
15	8	09/05/1	2 09/25/12	137-237a M-F Ele		137-237a	MTWTF	- :30	3	\$85.00LV2	0.00 NM	9	\$765.00
	NATE	BERKUS		Elec Playground/	EI	(1:37 XM-2	.37 AIVI)						
		art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
		9/05/12	09/11/12	MTWTF MTWTF	3	\$85.00 \$85.00	0.00 0.00						
		9/12/12 9/19/12	09/18/12 09/25/12	MTWTF	3	\$85.00	0.00						
16			2 09/22/12	Sat 1135p-1235a	Priv P@M	1135p-123	5aS-	- :30	1	\$250.00LV1	0.00 NM	3	\$750.00
	DD:: '''	TC DD 4 0		Private Practice									
		TE PRACT art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	_	9/03/12	09/09/12	S-	1	\$250.00	0.00						
		9/10/12	09/16/12 09/23/12	S- S-	1	\$250.00 \$250.00	0.00 0.00						
		9/17/12 09/05/1		CBS This Morning	7-9a CM	7-9a	MTWTF	- :30	2	\$800.00LV1	0.00 NM	6	\$4,800.00
	_			CBS This Mornin									
		HIS MOR		Manledaya	Cmata Atlanta	D-4-	Datina						
W		art <u>Date</u> 9/05/12	End Date 09/11/12	<u>Weekdays</u> M-WTF	Spots/Week 2	<u>Rate</u> \$800.00	Rating 0.00						
Spo	t C	h Date Ra	nge D	escription	Star	t/End Time		Weekday	_		Rtg Type		
				BS This Morning 7				M-WThF-		:30 \$800.00	0.00 NM		
		9/12/12 9/19/12	09/18/12 09/25/12	MTWTF MTWTF	2		0.00 0.00						
	JON. U	JI 101 12	33723712			7555.50			-			•	

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KLAS

123 \$155,365.00

Totals

Order / Rev:

37174

Advertiser:

AFSCME - IS

Alt Order #:

08859156

Product Desc: AFSCME / ISSUE

Flight Dates:

09/05/12 - 09/25/12

Estimate:

Ln C	h	Start	End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
18	8	09/05/1	2 09/25/12		CM	3-4p	MTWTF	:30	3	\$900.00LV2	0.00 NM	8	\$9,200.00
E 1	LEN			Ellen									
CL		art Date	End Date	Weekdavs	Spots/Week	Rate	Rating						
Wee		/05/12	09/11/12	M-WTF	3		0.00						
Spot		Date Ra		escription	-	VEnd Time	****	Weekday	<u>s Le</u>	ngth Rate	Rtg Type		
1	8	3 09/05/12	?-09/11/12 E	llen	3-4p)	i	M-WThF-		:30 (\$900.00)	0.00 <i>NM</i>		
		e MG 18.											
_				program change to		•	•		-				
2	-		1-09/11/12 E	llen	3-4p	•		M-WThF-		:30 (\$900.00)	0.00 NM		
		e MG 18. Ie to last r		program change to	Tennis 1-330	30-	4nm Generic 8	Newsnov	/ - I M1				
10	-			at Prime Special	8-10					:30 \$2,900.00	0.00 NM		
		of 18.1.			•	r			-		-144		
•		/12/12	09/18/12	MTWTF	3	\$900.00	0.00						
		/19/12	09/25/12	MTWTF	3	\$900.00	0.00						
19	8	09/13/1	2 09/13/12	Thu 10-11p	CM	10-11p	T	:30	1	\$7,500.00LV1	0.00 NM	1	\$7,500.00
				Person Of Interes	st								
PE		N OF IN											
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
		/10/12	09/16/12	T	1		0.00	:30		\$9 500 001 \/d	0.00 NM	1	\$8,500.00
20	8	09/23/1	2 09/23/12	Sun 9-10p The Good Wife	CM	9-10p		:30	1	\$8,500.00LV1	U.UU INIVI	'	\$6,500.00
TH	IE GO	OOD WIF	E	The Good vine									
••		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee		/17/12	09/23/12	S	1	\$8,500.00	0.00						
22	8	09/08/1	2 09/22/12	Sat 7-8p - ET Wk	nd CM	7-8p	S-	- :30	1	\$500.00LV1	0.00 NM	3	\$1,500.00
				Ent Tonight Wee	kend								
	Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
		/03/12	09/09/12	S-	1	\$500.00	0.00						
		/10/12	09/16/12	S- S-	1	•	0.00 0.00						
	8	/17/12	09/23/12	CBS News Sunda		******	y MorniS	:30	1	\$1,500.00LV1	0.00 NM	2	\$3,000.00
23	8	09/09/1	2 09/10/12	CBS News Sund	-	CBS Sullua	y 101111	.50	•	Ψ1,000.00EΨ1	0.00 1414	_	00,000.00
	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee		/03/12	09/09/12	S		\$1,500.00	0.00						
		/10/12	09/16/12	S	1	\$1,500.00	0.00						
E 24	8	09/25/1	2 09/25/12	Tue 9-10p	CM	9-10p	-T	- :30	1	\$18,000.00LV1	0.00 NM	1	\$18,000.00
				NCIS: LA									
		art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
	k: 09	/24/12	09/30/12			\$18,000.00	0.00			AT 500 00::	0.00.101		67 500 00
25	8	09/12/1	2 09/12/12	Wed 9-10p	CM	9-10p	W	- :30	1	\$7,500.00LV1	0.00 NM	1	\$7,500.00
				Criminal Minds	0	5.4	D-41						
141-		art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Wee	k: 09	/10/12	09/16/12	W	1	\$7,500.00	0.00						